



1/1

FIG. 1

1.
Raw data:
Samples of all
respondents to all
stimuli

2.
Samples of all
respondents to a
single stimulus

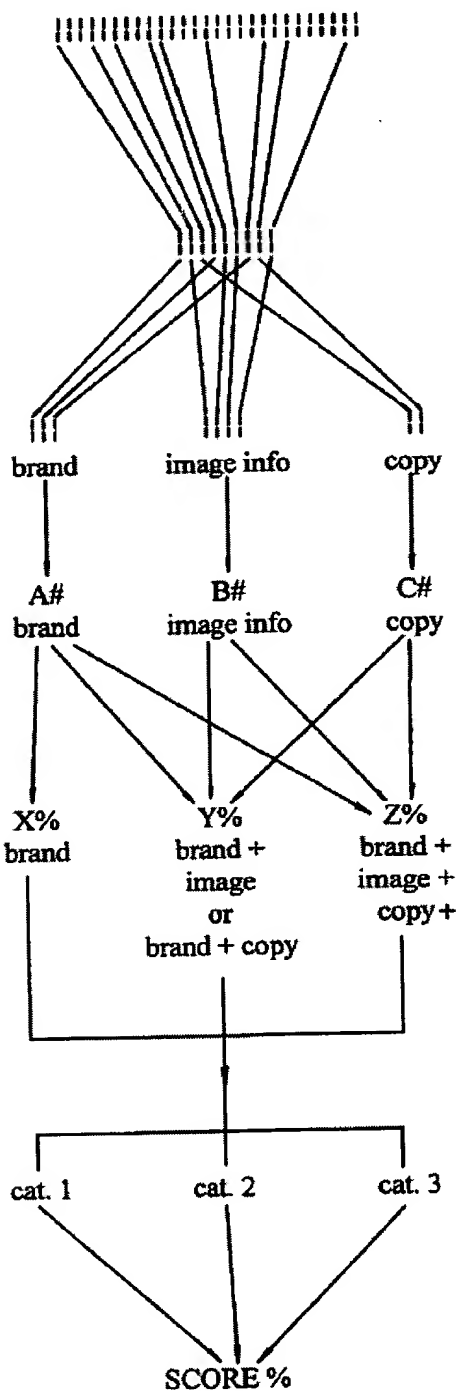
3.
Extent to which
gaze fixed on 3
main elements of a
single stimulus

4.
Number of times
gaze fixed per
element

5.
Scores per element
or combination of
elements

Standardisation
Scores on
performance aspects

6.
Total score



Locations on which
gaze was fixed for
all respondents to all
stimuli

All locations on an
advertisement where
gaze was fixed

Breakdown
according to whether
gaze fixed on brand,
image info or copy

Number of times
gaze fixed per
element and time
spent

Weighting factors

Example:
- cat.1
- cat.2
- cat.3

$X\% + Y\% + Z\%$